Chapter 19: The Changing Life of the People (1700-1800)

New Foods and Appetites

-beginning of the eighteenth century- bread was the main source of food

-just price – the ideas that the prices should be fair, protecting both consumer and producers, and that they should be imposed by government decree if necessary

-prices rise, peasants formed bread riots

-peas and beans most common vegetables

-eaten fresh in spring/summer and dried became the ingredient in soups for the winter

-veggies such as cabbage, carrots appeared on the tables of the poor in season

-fruit limited to summer

-milk used to make cheese and butter which was sold for money

-common people ate less meat in 1700 than in 1500 b/c meat was more expensive

-also right to hunt and game was reserved to nobles and landowners

-diets of small traders and artisans – markets provided variety of food

-diet of the rich – elegant dinner with abundance of meat and fish, cheeses, nuts, sauces and sweets

-due to growth of market gardening – greater variety of veggies appeared in towns and cities

-pioneered new farming methods – Low Countries and England

-Americas food – corn, squash, potato

-potato – high caloric yield, provided many nutrients and vitamins not found in other veggies

-sugar and tea – became dietary staples for people of all social classes

-colonial product popular due to

-the desire to emulate the luxurious lifestyles of the elite

-quick paced work = need of stimulation

Toward a Consumer Society

-consumer revolution – the wide-ranging growth in consumption and new attitudes toward consumer goods that emerged in the cities of northwestern Europe in the second half of the eighteenth century

-people were provided the opportunity to pick and choose among a new variety of consumer goods

-new notions of individuality and self-expression developed

-new techniques to incite demand

-marketing campaigns

-opened fancy boutiques with large windows

-advertised the patronage of royal princes/princesses

-eighteenth century – rise consumption of clothing

-fashion primarily a female phenomenon

- by the end of the 18th century men had renounced brilliant colors and voluptuous fabrics to don earlier versions of the plain dark suit that remains standard male formal ware in the West

-attitudes about privacy and intimate life

-earlier cramped homes with few rooms which serviced for multiple functions

-18th century attribute specific functions to specific rooms and proved inner barriers to seek privacy

-improved transparent glass = light in rooms

-hearths replaced with coal stoves = cleaner, efficient, and easier

-rooms were warmer, better lit, more comfortable and more personalized

-new consumer economy concentrated in large cities in northwestern Europe and in colonial cities of N. America

-laid foundations for societies based on the consumption of goods and services obtained through the market in which individuals form their identities and self-worth through the goods they consume